

# Digital Tools for Small Business Success

*A Free Resource from Digital Growth 101*

This handout gives you a curated list of free and easy-to-use tools to support your marketing, productivity, and growth.

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## Productivity & Planning

- **Trello** – Visual project boards to help you plan, prioritise, and stay organised.  
→ <https://trello.com>
  - **Notion** – All-in-one workspace for notes, tasks, and team collaboration.  
→ <https://www.notion.so>
  - **Google Workspace (Docs, Sheets, Slides)** – Great for creating and sharing documents, spreadsheets, and presentations.  
→ <https://workspace.google.com>
  - **Clockify** – Free time tracker and timesheet tool to manage your work hours.  
→ <https://clockify.me>
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## CRM & Customer Management

- **HubSpot CRM** – A user-friendly CRM to manage contacts, sales, and emails – totally free.  
→ <https://www.hubspot.com/products/crm>
  - **Zoho CRM Free Plan** – Great for basic contact and lead management with automation features.  
→ <https://www.zoho.com/crm/>
  - **Mailchimp (Free Plan)** – Ideal for managing contacts, email marketing, and basic automations.  
→ <https://mailchimp.com>
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## Content Creation & Design

- **Canva** – Create social media graphics, presentations, and videos easily with drag-and-drop.  
→ <https://www.canva.com>



## Digital Tools for Small Business Success

- **Pexels / Unsplash** – Free high-quality stock photos for blogs and websites.  
→ <https://www.pexels.com>  
→ <https://unsplash.com>
  - **Lumen5** – Turn blog content into short, engaging videos.  
→ <https://www.lumen5.com>
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### Content Writing & Idea Tools

- **Grammarly** – Real-time grammar and spelling checker with suggestions to make your writing clear and engaging.  
→ <https://www.grammarly.com>
  - **Hemingway App** – Improve readability by simplifying your text, cutting fluff, and making your content punchier.  
→ <https://hemingwayapp.com>
  - **AnswerThePublic** – Discover what people are searching for online and get content topic ideas based on real search data.  
→ <https://answerthepublic.com>
  - **Copy.ai** – AI-powered tool to help you brainstorm, write social media posts, product descriptions, and more.  
→ <https://www.copy.ai>
  - **ChatGPT (Free plan available)** – Use this very tool to help draft ideas, write emails, blogs, and brainstorm content quickly.  
→ <https://chat.openai.com>
  - **CoSchedule Headline Analyzer** – Score your titles and headlines to improve engagement.  
→ <https://coschedule.com/headline-analyzer>
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### Social Media Marketing Tools

- **Buffer (Free Plan)** – Schedule social media posts across platforms.  
→ <https://buffer.com>
- **Meta Business Suite** – Schedule posts and manage Facebook and Instagram pages in one place.  
→ <https://business.facebook.com>
- **Hashtagify** – Discover trending and relevant hashtags.  
→ <https://hashtagify.me>

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## SEO & Website Tools

- **Ubersuggest** – Great for keyword research, SEO audits, and content ideas.  
→ <https://neilpatel.com/ubersuggest/>
- **Google Search Console** – Track your website's performance in Google Search.  
→ <https://search.google.com/search-console>
- **Google Lighthouse / SEOptimer** – Website performance and SEO health check.  
→ <https://pagespeed.web.dev>  
→ <https://www.seoptimer.com>

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## Email Marketing

- **Mailchimp (Free Plan)** – Great starting point for sending newsletters and building subscriber lists.  
→ <https://mailchimp.com>
- **MailerLite (Free Plan)** – Easy-to-use platform for email campaigns, automation, and landing pages.  
→ <https://www.mailerlite.com>
- **Sender** – Another simple, free email marketing platform with beautiful templates.  
→ <https://www.sender.net>
- **ConvertKit (Free Plan)** – Focused on creators, simple forms and automation.  
→ <https://convertkit.com>

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## Advertising & PPC Tools

- **Google Keyword Planner** – Essential for planning ad campaigns and keyword research.  
→ <https://ads.google.com/home/tools/keyword-planner/>
- **Canva Ads Templates** – Create stunning ad visuals easily.  
→ <https://www.canva.com/ads/>

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## Digital Toolbox Tip

Don't get overwhelmed. Start with **one tool per category**. Pick what solves your biggest pain point today and explore the rest gradually.